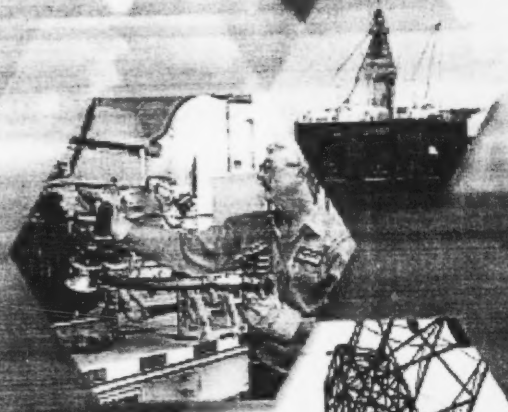
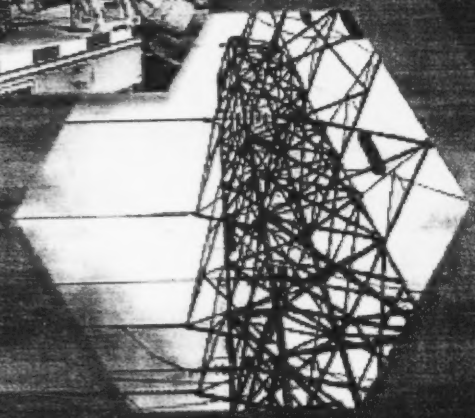
Nova Scotia's Energy

PUBLIC EDUCATION PLAN

2006-2007





NOVA SCOTIA
Energy

ENERGY – IT TOUCHES ALL OUR LIVES. IT'S ESSENTIAL TO HOW WE LIVE AND WORK, BRINGING BOTH CHALLENGES AND OPPORTUNITIES FOR NOVA SCOTIANS.

CHALLENGES, as we learn to improve our energy use and protect our environment.

OPPORTUNITIES, as our growing energy sector helps create new jobs and a stronger economy.

In order to meet these challenges and make the most of our opportunities, Nova Scotians must know more about energy — how it is generated and produced, the role Nova Scotia plays in meeting a growing international demand for energy resources, and how our own energy use impacts on our environment and our way of life.

Through this public education program, the Nova Scotia Department of Energy will identify key opportunities to work together with Nova Scotians to improve our general awareness of energy issues so we can be equipped with the knowledge we need to make well-informed choices about the energy we use to heat our homes, fuel our vehicles, and operate our businesses.

Together, with our partners in oil and natural gas, electricity generation, energy efficiency, and environmental protection, we will identify innovative ways to reach Nova Scotians and provide them with practical, relevant information on the energy issues that are important to their everyday lives.

Energy Education is about giving Nova Scotians the tools they need to save money, improve the environment and our quality of life.

IN AUGUST 2003, THE NOVA SCOTIA DEPARTMENT OF ENERGY CONDUCTED AN EXTENSIVE COMMUNICATIONS AUDIT AND PUBLIC AWARENESS STUDY IN NOVA SCOTIA.

The study (Appendix A), was designed to measure the current level of awareness on a variety of energy issues including the oil and gas industry, climate change, renewable energy, energy efficiency, natural gas distribution and electricity.

In addition, the study identified a number of ongoing public education/ communication programs conducted by other departments, levels of government and associations.

With the results of the study, the Department of Energy now has a clearer understanding of energy awareness and the information already available. This is crucial to the development of the Public Education Plan in that it identifies areas for improvement in addition to potential partners and collaborative activities that will enable agencies and departments to pool their resources for a common goal – increased awareness.

In addition to the general awareness measurement, the study provided the Department of Energy with an "Awareness Index" – a scoring of the results of the questionnaire. This 'indexing' of Nova Scotians establishes a baseline measurement of our awareness to date and provides a valuable tool for measuring improvement over the next few years.

2003 Energy Awareness Index

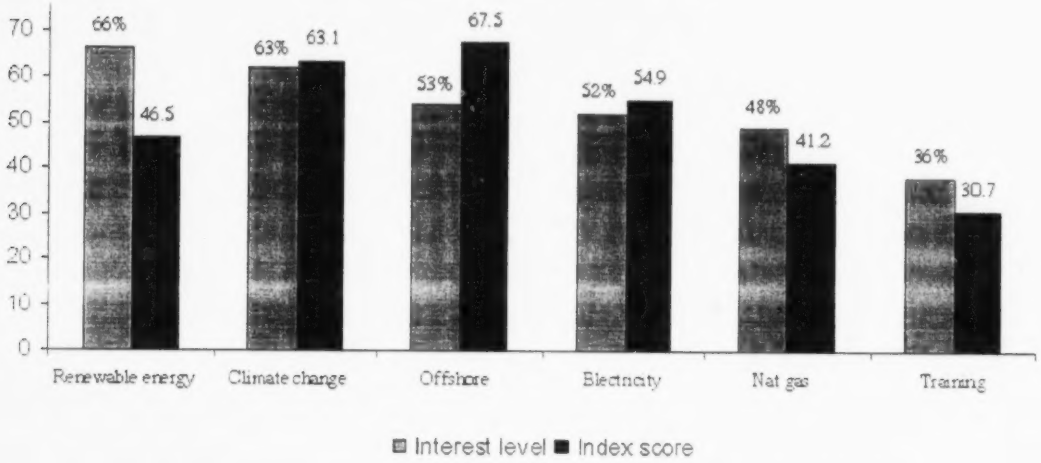
Component	Index
Offshore oil and gas	67.5
Climate Change	63.1
Electricity	54.9
Renewable Energy	46.5
Natural Gas Distribution	41.2
Offshore Training	30.7
Overall	**50.6**

The "Energy Awareness Index" assists the department in going beyond measuring awareness of energy issues to measuring how well Nova Scotians understand those issues. For example, while Nova Scotians have a high level of awareness of the term Climate Change (88%), the index of 63.1 also takes into account the understanding of what climate change means and how individual energy consumption contributes to climate change and global warming.

By taking these questions together in calculating the index, we are provided with a clear goal - we must focus on the questions asked in the climate change area, questions that Nova Scotians should be able to answer, to ensure Nova Scotians clearly understand climate change and its impact on our everyday lives.

However, we can do more to build a successful public education program that responds to the interests expressed by Nova Scotians in the study. By comparing the index in a particular area with the identified interest level, key education priorities are made very clear.

Index Score and Interest Levels



It's no surprise that Nova Scotians are interested in learning more about energy issues that have a direct impact on their lives such as renewable energy, climate change, energy efficiency and electricity. With respect to offshore oil and gas, and training opportunities, the levels of interest are slightly lower; however, they rise with respect to geographic location (higher in Cape Breton and HRM) and age group (younger Nova Scotians are more interested in training opportunities.)

WITH A CLEAR MEASUREMENT OF WHAT NOVA SCOTIANS KNOW AND UNDERSTAND ABOUT ENERGY, COMBINED WITH THEIR LEVEL OF INTEREST IN CERTAIN ENERGY ISSUES, WE CAN SET TARGETS FOR IMPROVEMENT OVER THE NEXT FEW YEARS.

Energy Awareness Index Goals

Component	2003 Index	2007 Goal
Offshore oil and gas	67.5	70
Climate Change	63.1	70
Electricity	54.9	70
Renewable Energy	46.5	65
Natural Gas Distribution	41.2	65*
Offshore Training	30.7	55
Overall	**50.6**	**65.8**

- *Indicates increases in specific geographic demographic.*

In order to provide Nova Scotians with the wide variety of information they require to improve energy awareness, the six energy areas addressed in the study will be addressed through the development of two themes: Our Energy Use, and Our Energy Opportunities.

OUR ENERGY USE

CLIMATE CHANGE

Almost nine in ten (88%) Nova Scotians have heard of the term climate change. However, there are different understandings of what the term actually means. About one-third of Nova Scotians are cynical and don't know what they can do to prevent climate change. Nova Scotians express a significant amount of interest in learning more about energy efficiency (75%), and climate change (62%).

What we want to measure:

- Can Nova Scotians explain what climate change means?
- Do Nova Scotians know what actions they can personally take to be more energy efficient, save money and help the environment?

RENEWABLE ENERGY

Six in ten (59%) Nova Scotians say they are familiar with the term renewable energy. Of this group, the majority correctly identified wind, solar, tidal and hydro as renewable energy sources. Renewable energy may be one of the most fruitful areas for increasing public awareness based on the high level of interest in this area.

What we want to measure:

- Do Nova Scotians know which energy sources are currently being used for electricity generation?
- Can Nova Scotians correctly identify types of renewable energy and list the top sources being used in the province?

NATURAL GAS DISTRIBUTION

Two-thirds (67%) of Nova Scotians are aware that natural gas will become available for use in homes in this province. Among those believers, nearly half believe it will take five years or more for home distribution to be in place.

What we want to measure:

- Do Nova Scotians understand the benefits of using natural gas to heat homes and businesses?
- Do Nova Scotians in the franchise areas know that natural gas is available in their communities?

ELECTRICITY

A large number of Nova Scotians (65%) are aware that electricity rates are regulated. Coal (59%), Oil (29%) and Hydro (26%) are the most commonly identified sources of energy used to generate electricity in Nova Scotia. However, only four percent of Nova Scotians can provide a reasonably accurate estimate of the price of electricity per kilowatt hour.

What we want to measure:

- Do Nova Scotians know who is regulating electricity rates?
- Do Nova Scotians know the various sources of electricity generation used in the province and the impact those sources have on rates and the environment?
- Do Nova Scotians know how much they pay for electricity? Per

kilowatt hour?

OUR ENERGY OPPORTUNITIES

Only 39 percent of Nova Scotians are aware that there are training programs for those who want to work in the industry. Awareness is higher among men than women, and higher in industrial Cape Breton and the Strait Region. Three-quarters of the population cannot name a specific training program and nearly half of the population are not able to identify any of the occupations in the offshore.

Four in five (80%) Nova Scotians are aware there is an offshore oil and gas industry in this province. Fewer are aware that the industry is in a production phase (58%) or engaging in exploration for new oil and gas deposits (63%). Industry awareness is higher among men than women and rises with income and education level.

What we want to measure:

- Does our target audience know of jobs, training programs and resources in the oil and gas sector?
- Are these Nova Scotians aware of the skills required for these positions?
- Are Nova Scotians aware that natural gas is being produced offshore Nova Scotia?
- Do Nova Scotians understand what economic benefits are associated with the development of oil and natural gas (jobs, contracts for local businesses, royalties)?

NOVA SCOTIANS HAVE ACCESS TO A WIDE VARIETY OF INFORMATION ON ENERGY ISSUES FROM A NUMBER OF DIFFERENT GOVERNMENT DEPARTMENTS, INDUSTRY ASSOCIATIONS AND NOT-FOR-PROFIT ASSOCIATIONS.

In order to ensure that public education information is delivered in an efficient and effective manner, the Nova Scotia Department of Energy must work together with our partners in the energy sector to ensure that we coordinate our efforts to avoid duplication and provide the best possible information to Nova Scotians.

Although the list below is not a conclusive list of potential partners in energy education, it does provide a starting point for collaboration and coordination. Forming public education working groups will assist in streamlining information and increasing our collective impact on Nova Scotians. A more complete description of the education activities being conducted by these organizations can be found in Appendix A.

OUR ENERGY USE

- Clean Nova Scotia
  Climate Change, community outreach, EnerGuide for Homes, Climate Change Centre, Energy Efficiency
- Dalhousie University
  Climate Change, Wind Energy, Eco-Efficiency Centre
- Ecology Action Centre
  Climate Change, Energy Efficiency, Environmental Protection TRAX Program
- Federal Government
  Climate Change, One Tonne Challenge, Energy Efficiency EnerGuide, Fuel and Vehicle campaigns, Renewable Energy Programs, Transportation programs.
- Nova Scotia Homebuilder's Association
  R2000 Program and Showcase, ENERHouse, Energy Efficiency
- Nova Scotia Power
  Energy use, consumer information, Energy Efficiency, Green Power Program.
- Solar Nova Scotia
  Renewable Energy, Solar information, Energy Efficiency

OUR ENERGY OPPORTUNITIES

- Department of Education
  Skills Nova Scotia
- Nova Scotia Community College (NSCC)
  Techsploration, Skills Energy Youth Quest, Awareness Sessions and Career Fairs
- Centre for Energy Information
  Petroleum information, web portal, industry news, career information
- Offshore/Onshore Technologies Association of Nova Scotia
  Oil and Gas 101 Introductory Course, Participation in Trade Missions, general promotion of NS industry
- Canadian Association of Petroleum Producers (CAPP)
  Opinion leader outreach efforts, targeted direct mail campaigns. CAPP recently made a Request for Proposals for a public education program in Atlantic Canada. More specifically, the program is designed to build greater mainstream public recognition of the major economic benefits

PROVIDING NOVA SCOTIANS WITH PRACTICAL, EFFECTIVE, TIMELY INFORMATION ON ENERGY ISSUES REQUIRES A COMPREHENSIVE APPROACH THAT GOES BEYOND MERE INFORMATION DISTRIBUTION TO ENCOURAGE NOVA SCOTIANS TO USE THE INFORMATION TO SAVE MONEY, MAKE THEIR HOMES MORE COMFORTABLE, AND IMPROVE THEIR ENVIRONMENT AND QUALITY OF LIFE.

Much like the partners mentioned previously, the Department of Energy is already committed to providing information to Nova Scotians on energy issues. In addition to supporting many of the programs conducted by our partners like the Nova Scotia Homebuilder's Association, Clean Nova Scotia, the Climate Change Centre, and the Offshore/Onshore Technologies Association of Nova Scotia, the Department has used the Internet, advertising, community newspapers, direct mail, and an extensive publication and video library as part of an ongoing effort to inform Nova Scotians.

With this public education program, the Department of Energy hopes to enhance our current efforts with specific initiatives designed to increase awareness and understanding of energy issues and the impact these issues have on our energy development, production, and consumption.

OUR GOAL:
A 15 point increase in the overall Energy Awareness Index

It is important to note that the initiatives identified in this program are not all-inclusive. Nor are they to be taken as the final word in energy education.

Like Nova Scotia's Energy Strategy, this public education program will be evaluated regularly and will grow and change as awareness increases and issues change.

Although initiatives will be undertaken in both key theme areas, a number of initiatives will take an overall approach to energy to create a broad focus on the energy sector as a whole.

WEBSITE

The current website will be redesigned to better accommodate the needs of Nova Scotians. The site will be designed to focus on energy consumers energy efficiency, climate change, oil and natural gas, and departmental issues. With ease of navigation a key priority the development will build on the content strength of the current site to allow easier access for visitors. The new design will also include an intranet site for department staff.

PUBLIC EDUCATION WORKING GROUPS

In order to effectively pool our resources and coordinate education efforts throughout the province, the Department will work with our partners to form a number of public education working groups. Although two groups will be formed to focus on the themes of Our Energy Use, and Our Energy Opportunities, additional ad hoc groups will be formed to work on special initiatives. The working groups will be made up of representatives from partners and stakeholder groups in order to share information and work together to inform Nova Scotians on these issues.

NOVA SCOTIA ENERGY UPDATE

This annual publication will be provided to Nova Scotians as an insert in local newspapers and will include updates in all areas of the energy sector – oil and gas exploration and production, natural gas distribution, electricity, energy efficiency, climate change and energy strategy progress.

ENERGY VIDEO

Created in 2003, the energy education video provides a wide range of information with respect to oil and natural gas exploration, development and production, the economic and career benefits of oil and natural gas as well as climate change issues. The promotion of this video (distribution, trade shows and career fairs in addition to website) will increase awareness in a general manner throughout the province.

OUR ENERGY USE

R2000 PROGRAM

The Department currently supports the promotion of the R2000 program and the annual showcase of homes. Increased promotion of the program along with a department sponsored 'energy efficiency' showcase home will continue to increase general energy efficiency awareness. With a focus on moderate, affordable homes and Energy Star® appliances, the Department can continue to build on the success of the R2000 program.

OUR GOAL:

Increase awareness of energy use, conservation and climate change to ensure Nova Scotians have the information they need to make well-informed choices about their energy use.

NATURAL GAS DISTRIBUTION

The Department of Energy is currently developing educational and awareness components as part of the Gas Market Development Fund, an industry-funded initiative designed to assist Nova Scotians to convert to natural gas. As work continues on natural gas distribution, the Department will use the Gas Market Development Fund to promote natural gas as a clean, energy alternative with a particular focus on safe, highly efficient appliances for heating and hot water.

ONLINE ENERGY EFFICIENCY RESOURCES

In addition to enhancements to the Department of Energy website, additional interactive online resources will be developed to help Nova Scotians learn more about energy efficiency and conservation. An online energy efficiency quiz and do-it yourself audit are just two components that could make up an online energy efficiency toolkit.

ENERGY EFFICIENCY DIRECT MAIL CAMPAIGNS

The Department will conduct a direct mail campaign to provide tips and hints on energy efficiency along with direction to the website for more information. Actual energy efficiency tools such as receptacle insulation, night lights, etc., could be included as an example of cost-effective measures that can have a significant impact on energy use, costs and the environment. The ultimate goal is to demonstrate to Nova Scotians that there is a link between the energy we use, the money we spend and the impact we have on our environment.

KID'S ENERGY AUDIT KIT

Aimed at grade six students, this take home energy audit kit (based on California examples) helps students assess the energy use in their home and identify ways to conserve energy and reduce costs. The kit will include a teacher's guide and instructions for use and will invite kids and parents to the website for more energy efficient information.

ONLINE ENERGY EFFICIENCY ACTION GAME

The Department will develop an Interactive online game that teaches good energy efficient habits to young Nova Scotians.

PARTICIPATION IN HOME SHOWS

Nova Scotia's homeowners attend home shows in record numbers. A Department of Energy booth focused on helping Nova Scotians improve energy efficiency and save money will raise awareness and improve client service. The Department of Energy will work with local companies to develop the Energy Star® kitchen — an example of a highly-efficient, affordable kitchen.

PROMOTION OF VIDEO/PUBLICATION LIBRARY

The Department of Energy has an extensive publication and video library that can provide Nova Scotians with valuable information on energy use and conservation. Increased promotion of the library through advertising, the creation of a publication brochure and through libraries will ensure more Nova Scotians are made aware of this valuable resource.

In addition, several existing home efficiency and renovation videos will be updated to include the latest information available. The updated versions will also be available for online viewing.

ENERGY SAVING TIPS DISTRIBUTION

The Department's website currently has a new energy tip each day on the front page which will be developed into regular energy tips that can be distributed to radio and print media as public service announcements and regular feature stories. Seasonal releases will also be distributed to provide information and invite Nova Scotians to visit the website for more information.

ENERGY SAVING CARDS

These pocket-sized plastic cards will let Nova Scotians know what they pay to run certain appliances in their home. For example, if a new clothes dryer advertises a lower energy use, the card will assist the buyer in determining how much money the appliance will save, and how much energy older appliances may be consuming.

CLEAN NOVA SCOTIA

The Department will continue working with Clean Nova Scotia and the Climate Change Centre to improve public awareness throughout the province. As Nova Scotia works with Federal, Provincial and Territorial governments to build a national approach to climate change, it will be important to work together to promote the One Tonne Challenge and other public emission reduction initiatives.

PARTNERSHIPS

The Department currently works with a number of organizations on particular awareness projects. We'll continue working in partnership with organizations like TRAX, Destination Conservation, Solar Nova Scotia on programs and initiatives that allow us to improve awareness and pool our resources for the best possible value.

OUR ENERGY OPPORTUNITIES

OUR GOAL:
Increase awareness of the economic and career opportunities that oil and natural gas development and production bring to Nova Scotia.

PROMOTION OF THE ENERGY TRAINING PROGRAM

This successful student-training program will continue to be promoted through advertising, sponsor recognition and testimonials.

CAREER PROFILES ONLINE

There are a number of valuable online career profiles available that highlight the many jobs available in the energy sector and the training and qualifications required. The Department of Energy will ensure that these links are available on our website.

SKILLS NOVA SCOTIA PARTICIPATION

Skills Nova Scotia hosts a number of events directed at Nova Scotian youth and designed to raise awareness of career opportunities and the skills required to enter certain fields. Increased participation at these events through presentations, distribution of materials and testimonials is recommended.

PROMOTION OF TRADE SHOW ACTIVITY

While the Department participates in a number of oil and gas trade shows, efforts will be made to promote this activity to Nova Scotians as part of efforts to develop the energy sector and improve the economy. Trade shows will be promoted and results will be reported through advertising, news releases, official reporting and website coverage.

TRADE MISSIONS

In addition to trade show promotion, the Department will undertake trade mission visits to Calgary, Houston and other markets to promote Nova Scotia's onshore and offshore opportunities, our business capacity and investment potential. These visits will be promoted throughout the province and will assist in raising awareness of the economic benefits of a strong, vibrant energy sector in Nova Scotia.

NOVA SCOTIANS IN OIL AND GAS CAMPAIGN

A joint advertising campaign will highlight Nova Scotians successfully working in the oil and gas industry for local companies that have won contracts in the offshore. The multi-ad campaign will take a 'storytelling' approach beginning with individuals and moving into the businesses they work for and the successes in the industry. The ads will also be used as graphics for trade shows, promotional materials and web site.

ENERGY DAYS

Communities throughout Nova Scotia will have an opportunity to learn more about the energy sector through these one-day visits. Energy days will feature presentations by the Minister of Energy and senior officials at Rotary clubs, chambers of commerce, local schools and community groups. Combined with media briefings and local business meetings, Energy Days will ensure that Nova Scotians throughout the province are provided with information on oil and gas, climate change, electricity and other energy issues that may impact on their communities. Advertising, direct mail and website support will assist in the promotion of this initiative.

SCHOOL VISITS

As the Department of Energy continues to provide print, video and online resources for teachers, we will develop a school visit program that will bring Departmental petroleum geologists into Nova Scotia's schools for hands on learning and presentations.

ENERGY ESSAY CHALLENGE

Providing Nova Scotia's Grade 12 students with an opportunity to learn about energy and win a bursary, the Department will establish an annual essay writing contest with two categories - energy efficiency and oil and natural gas.

REGULAR EVALUATION WILL BE A KEY PART OF THE DEPARTMENT OF ENERGY'S PUBLIC EDUCATION PROGRAM.

A number of tools will be used to evaluate the success of these initiatives on an ongoing basis. Website traffic and downloads, information requests, booth attendance at home shows and public enquiries will be monitored regularly to measure increases and determine how they relate to activities throughout the province.

As new issues emerge that have an impact on energy in Nova Scotia, additional initiatives will be developed to quickly bring the latest information to Nova Scotians.

In addition, a follow-up research study will be conducted in 2006 to measure improvements in the Energy Awareness Index.

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